

REMARKS

In response to the Notice of Non-Compliant Amendment mailed on January 12, 2007, a new set of claims is presented on pages 2-8 above.

In response to the Restriction Requirement mailed on October 5, 2006, (Paper No. 20060927), the applicants elect, with traverse, the claims of group I; namely claims 1-6 and 15-20.

The restriction requirement is improper for a number of reasons. First, the restriction requirement is predicated on the Examiner's conclusion that the inventions are **unrelated** because they are not disclosed as capable of use together, and require different modes of operations. The applicants respectfully disagree. The claimed inventions do not **require** different modes of operations and are **capable** of use together. For example, as shown in Figure 3, operations for determining a score 350 (an exemplary method is illustrated in Figure 7) might be used after operations for selecting an ad 310 (an exemplary method for selecting an ad, illustrated Figure 6, includes an act of determining relevancy). Thus, the inventions of group II can be (though they are not required to be) used with the inventions of group I or III. Indeed, claims 7 and 21 of group II have been amended to depend from claims 1 and 15, respectively, of group I.

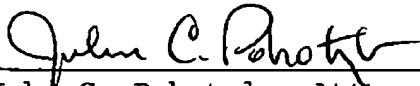
The claims of unelected group II should be examined along with the claims of elected group I in view of the foregoing, particularly in light of the amendments to claims 7 and 21.

Second, the Examiner concludes that there would be a serious burden on the Examiner because the inventions have

"acquired a separate status in the art in view of their different classification...." (Paper No. 20060927, page 2.) However, assuming, arguendo, that the Examiner's classifications are valid, the Examiner has classified the claims of groups I and III in the exact same class and subclass (i.e., class 707, subclass 5). Since there is no basis for the Examiner's conclusion that examining the claims of groups I and III would cause a serious burden, the claims of group III should be examined along with the claims of elected group I.

Respectfully submitted,

March 12, 2007

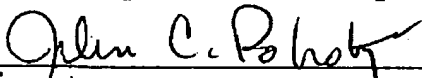

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